

BLOOMFIELD TOWN COUNCIL GOLF SUBCOMMITTEE

There was a regular meeting of the above-referenced subcommittee held on Monday, March 25, 2013 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Present were: Councilors Leon Rivers and Mark Jacobs. Also present were: Jon Colman, Brad Klein, Ryan Phelps, Ciaran Carr and India Rodgers, Clerk of Council.

Absent were: Councilors Donna Banks and Joseph Merritt, Bill Starkie, Jerry Long.

The meeting was called to order at 6:05 p.m.

Approval of Minutes

It was moved by Councilor Jacobs, seconded by Councilor Rivers and voted unanimously to approve the minutes from March 5, 2013.

Status of Property

Mr. Ryan Phelps presented the Wintonbury Hills Status Report – February 2013 Review. Overall, revenues are aligned with the proposed 2013 budget. Payroll and Operating expenses are currently under budget. Both of these items are ahead of year-to-date budget by several thousand dollars. The budget was close to net zero, however due to timing related issues, concerns were expressed regarding the Spring sales for memberships.

Mr. Phelps also reported that Mr. William Hogan, Director of Finance for the Town of Bloomfield was contacted regarding a possible short term loan to cover payroll expenses if needed.

Mr. Ciaran Carr, General Manager for Wintonbury Hills Golf Course reported that the course will tentatively open on Thursday, March 28, 2013. The goal is to increase revenues with membership renewals and new clientele.

Status of Food and Beverage Service

Mr. Carr reported that the Meals 2 Go Program will end on March 29, 2013. He stated that this program was not as successful as planned. Management and the Executive Chef will review the pros and cons of the program. The restaurant will remain open 7 days a week with a limited menu until April 15, 2013.

Report of Usage/Revenue/Expenditures

Mr. Phelps reviewed the February 2013 Status Review with committee members. The operating cash balance is approximately \$57,727.

Marketing

Mr. Carr stated that the Connecticut Golf Show was a success for Wintonbury Hills. There were over 500 new e-mail addresses entered into the database for marketing the course to new clientele. Management gave away several hundred Twilight passes to patrons at the show.

The St. Patrick's Day Parade was a success as well.

The restaurant has decided to market several variations of "themed night" dinners, to promote patronage in dining.

New signs have been ordered to post some events for the restaurant pending zoning approval.

In April, Management is also marketing several e-mail announcements such as Get Golf Ready for women golfers.

The Board of Education has approved funding for the SNAG Golf Juniors Program for elementary and middle school students.

Other Business

Mr., Carr also reported that the new ice machine has been installed. The fence repair has been scheduled once the weather permits. In addition, the hot water heater and the refrigerator are on order for replacement as well.

Mr. Rivers discussed an e-mail that was sent to Council members regarding the plowing of the cart paths for walking during the off-season. After a lengthy discussion, the committee decided **not** to plow the cart paths.

Mr. Brad Klein recommended that any issues regarding the golf course should be presented before the Golf Subcommittee of Council for all discussions to be approved. The committee members expressed concerns about the timing for Spring cleanup for season opening, closing for walkers for scheduled maintenance, etc. Management will have the discretion for these decisions as needed.

Mr. Jon Colman recommended the installation of the ballards.

Councilor Jacobs inquired about the success and profitability of the restaurant. He stated that the overall value is creating patronage and interest in the restaurant and what it has to offer.

Mr. Klein inquired about 2013 season outing updates. Mr. Carr reported that the course is ahead of last year for bookings, adding 3-5 events every year. Most of the events are from a 20 mile radius. Wintonbury Hills maintains a premium interest and product attracting corporate groups with appropriate rates.

Adjournment

It was moved by Councilor Rivers, seconded by Councilor Jacobs and voted unanimously to adjourn the meeting at 6:30 p.m.